



NETHERLANDS CHAPTER

Newsletter

September, 2017 | www.pmi-netherlands-chapter.org |

In This issue...

- ↳ [Editor's Note](#)
- ↳ [PMI Fact File](#)
- ↳ [Recent PMI certified members](#)
- ↳ [Events Calendar Overview](#)
- ↳ [Project Management in Action](#)
- ↳ [Global PMI Article: Nearly Fluent](#)
- ↳ [Help Wanted / Volunteers](#)
- ↳ [Chapter Meeting 11 October: Espionage and Cybersecurity in projects](#)
- ↳ [Perceptual distance in complex projects](#)
- ↳ [INTERNATIONAL PROJECT MANAGEMENT DAY 2017](#)
- ↳ [Our Sponsors](#)
- ↳ [Month's Newsletter Contributors](#)
- ↳ [Let's Stay in Touch](#)

Editor's Note

From offline to online transactions. Companies are realizing that they have to focus more attention and resources on developing their digital capabilities. Consumers worldwide are turning into the virtual landscape to buy products and services, and they are not constrained by their location. Increasing number of people are using their smartphones to purchase online, thanks to the rapid evolution of the applications available. Several technologies are being created, tested and deployed to allow business to gain a share in this borderless global online market, especially in the domain of big data.

All of the aforementioned seems to offer many opportunities to enterprises. However, stepping into the digital domain creates new challenges and risks that should be managed. In that sense, organizations are undertaking projects that involve increasing measures to protect the security of data and maintain its privacy. Project managers have the responsibility to acquire the knowledge and people to keep up with the digital transformation. PMI and its sponsor are aware of these trends, and we are offering more training options and articles to keep our members updated. For further details, we invite you to look at this newsletter edition.

PMI Fact File

Statistics through 31 July 2017
More than 5 Million PMBOK® Guide Editions Now in Circulation!

<p>TOTAL MEMBERS 486,672 ...in 208 countries and territories</p> <p>PMI has 287 chartered and 19 potential chapters</p>	<p>CERTIFICATIONS Total Active Holders of:</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="border-bottom: 1px solid #ccc;">CAPM® Certified Associate in Project Management</td><td style="text-align: right; border-bottom: 1px solid #ccc;">33,993</td></tr> <tr><td style="border-bottom: 1px solid #ccc;">PMP® Project Management Professional</td><td style="text-align: right; border-bottom: 1px solid #ccc;">791,448</td></tr> <tr><td style="border-bottom: 1px solid #ccc;">PfMP® Portfolio Management Professional</td><td style="text-align: right; border-bottom: 1px solid #ccc;">454</td></tr> <tr><td style="border-bottom: 1px solid #ccc;">PgMP® Program Management Professional</td><td style="text-align: right; border-bottom: 1px solid #ccc;">2,009</td></tr> <tr><td style="border-bottom: 1px solid #ccc;">PMI-RMP® PMI Risk Management Professional</td><td style="text-align: right; border-bottom: 1px solid #ccc;">4,197</td></tr> <tr><td style="border-bottom: 1px solid #ccc;">PMI-SP® PMI Scheduling Professional</td><td style="text-align: right; border-bottom: 1px solid #ccc;">1,718</td></tr> <tr><td style="border-bottom: 1px solid #ccc;">PMI-PBA® PMI Professional in Business Analysis</td><td style="text-align: right; border-bottom: 1px solid #ccc;">1,618</td></tr> <tr><td style="border-bottom: 1px solid #ccc;">PMI-ACP® PMI Agile Certified Practitioner</td><td style="text-align: right; border-bottom: 1px solid #ccc;">16,929</td></tr> </table>	CAPM® Certified Associate in Project Management	33,993	PMP® Project Management Professional	791,448	PfMP® Portfolio Management Professional	454	PgMP® Program Management Professional	2,009	PMI-RMP® PMI Risk Management Professional	4,197	PMI-SP® PMI Scheduling Professional	1,718	PMI-PBA® PMI Professional in Business Analysis	1,618	PMI-ACP® PMI Agile Certified Practitioner	16,929	<p>PUBLISHING</p> <p style="font-size: 24px; font-weight: bold;">5,641,938</p> <p>Total copies of all editions* of the PMBOK® Guide in circulation</p> <small>*includes PMI-published translations</small>
CAPM® Certified Associate in Project Management	33,993																	
PMP® Project Management Professional	791,448																	
PfMP® Portfolio Management Professional	454																	
PgMP® Program Management Professional	2,009																	
PMI-RMP® PMI Risk Management Professional	4,197																	
PMI-SP® PMI Scheduling Professional	1,718																	
PMI-PBA® PMI Professional in Business Analysis	1,618																	
PMI-ACP® PMI Agile Certified Practitioner	16,929																	

WHY LOSE?

Keep your PMI and chapter benefits on track.

RENEW YOUR MEMBERSHIP TODAY.

1

[Top](#)

Congratulations to Recent PMI Certified Members

Name	Credential
Mr. Antonio Canas Martinez, PgMP, PMP, PMI-ACP, PMI-RMP, PMI-SP, PfMP, PMI-PBA	PfMP
Ms. Grettie Ruigrok, PMP	PMP
Jan Erasmus, PMP	PMP
Rein Sieswerda, PMP	PMP

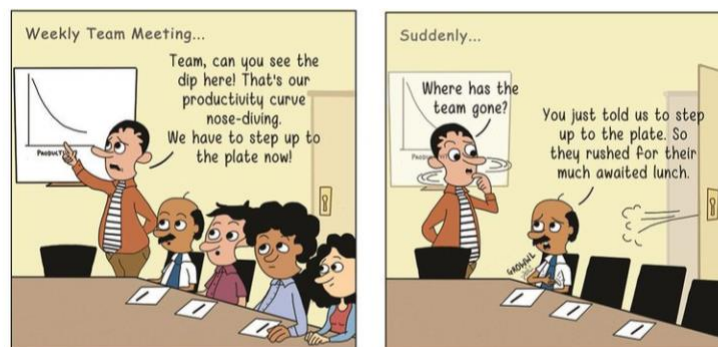


Events Calendar Overview

October		
Global PMI		
24-27	2017 SeminarsWorld® in Chicago Pre-Conference	More info
28-30	PMI® Global Conference (Chicago, Illinois, USA)	More info
PMI NL Chapter		
11	Chapter Meeting: Espionage and Cybersecurity in projects	More info
PMI NL Chapter Sponsors		
05	AMI - Engage! De masterclass voor Change Leaders	More info
10-12	Threon- Pogram & Benefits Management	More info
November		
Global PMI		
05-08	PMO Symposium® 2017 (Houston, Texas, USA)	More info
PMI NL Chapter Sponsors		
28-30	Threon- CAPM Certification Prep	More info

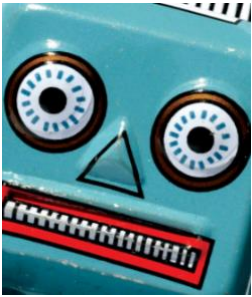
[Link to Event calendar on Chapter website](#)

Project Management in Action 😊



Global PMI Article Nearly Fluent

There will be a 300 percent increase in cognitive computing investments in 2017 compared to 2016 (Source: Forrester)



If early conversational artificial intelligence (AI) platforms could babble, today's are almost fluent. Major tech companies and startups alike are betting big on the potential of chatbots to transform how people interact with businesses. There will be a 300 percent increase in cognitive computing investments in 2017 compared to 2016, according to the research firm Forrester. As projects ramp up, teams are learning to tread carefully in the conversational AI world. Microsoft had to take down its chatbot, Tay, within a day of its launch in March 2016 after the platform learned and spewed back racist comments to Twitter users.

"Many bots have a reputation of being inefficient and frustrating to interact with, primarily because the user experience tends to be an afterthought," says Natalie Glance, vice president of engineering at Duolingo, Pittsburgh, Pennsylvania, USA, which uses chatbots to teach foreign languages. Narrowing the scope of these projects can help, says Hiral Shah, senior manager of product management and development, Asurion, San Mateo, California, USA. Rather than creating a chatbot that could answer a wide array of questions, during a project last year her team identified specific realms, such as warranty questions, in which the bot could help customers.

Don't Be Fake

The goal of the project, which began in October 2016, is to increase company efficiency by reducing the number of calls their agents handle. "More and more people want to chat with us in the customer service realm, but we can't scale our model just by adding agents," Ms. Shah explains. At the start of the project, her team put a virtual-assistant button on Asurion's website to gauge interest in the idea of a bot. It then identified a specific use case relative to warranty claims and developed a flowchart for how a conversation might go: If the user said "x," the chatbot, named AVA, should respond with "y," and so on.

By February, the team began A/B tests with customers and built in schedule flexibility to accommodate any potential changes. The tests showed that customers did not mind interacting with a bot—if the process was efficient. "They're just looking for a solution to their problem," Ms. Shah says. Further customer feedback caused the team to slow down how quickly the bot responded with back-to-back messages and scale back AVA's personality—customers weren't interested in "fake empathy," she says. And because surveys showed that 90 percent of customers wanted to know if they were interacting with a bot, the team built in disclosures and set expectations. If the bot couldn't help the customer, it would then send the call to a live agent. "There are things that a computer is really good at and things that a human is really good at," Ms. Shah says. "The bot frees up agents to have more quality interactions."

(Extracted from PM Network magazine August 2017)

Help Wanted - Volunteer Positions

Regional PM Network and Drink Meeting Organizers To organize informal PM Network and drink meetings to discuss PM related subjects; Promote PMI, PMI NLCH in your region and feedback suggestions and subjects to the chapter. Interested? Please contact: membership@pmi-netherlands-chapter.org

Social Media volunteer: PMI NL aims to bring value to its members in many ways. With Social media well active these days, we are looking for a volunteer who can help us taking our social media presence to next level, be it Facebook, Twitter or LinkedIn. Interested volunteers to contact communication@pmi-netherlands-chapter.org

Video Volunteer:

As mentioned above, PMI NLCH has set the objective to bring even more content to its members. In order to make the webinars more professional and entertaining, we are looking for a video volunteer who can film the performance of the webinar: Please contact director Events at events@pmi-netherlands-chapter.org

Chapter Meeting 11 October: Espionage and Cybersecurity in projects

Nowadays, cybersecurity is a here-to-stay topic in the day-to-day operations. Employees are clicking on phishing mails, are losing data carriers such as laptops or USB sticks, and share – usually with good intentions - information with unauthorized people. We ourselves as human beings are the weakest link. Enforce that link by raising the level of security awareness of your employees. From highest to the lowest level in the organization, from boardroom to work floor and in particular in projects with team members from different organizations and geographic locations!

Kevin de Kok and Patrick Aussems, both security specialists at Valid, will guide you through the world of cyber security, show you the dangers and means for raising the level of security awareness.

Part two of our meeting will be facilitated by a sr. representative of the AIVD who has almost 30 year of experience with counter-intelligence and who is sharing his knowledge with organizations that want to raise awareness about the risks of espionage.

Espionage is aimed at political, military and more and more also at economical information. Foreign intelligence agencies are interested in organization that use or have access to information that can influence in these areas. They can access this information by means of a technical breach, but more often human error and ignorance is the weak spot. Therefore it is important to be aware of your own behavior in work and personal life and to be alert on the behavior of your colleagues.

The AIVD will show us how foreign agencies operate, will give concrete examples and will show us that every person can be of interested and serve as the gate towards information....

Our host will be our gold partner Valid BV, Flight Forum 565, 5657 DR Eindhoven

Capacity: 60 seats

Agenda:

- 17:00 - Registration, sandwiches and refreshments
- 18:00 - Opening, welcome and introduction by the PMI Netherlands Chapter
- 18:05 - Introduction of our host Valid, by Koen Lamboojij, Delivery Manager at Valid
- 18:15 - **Cybersecurity in projects & organizations** - Kevin de Kok and Patrick Aussems, both security specialists at Valid
- 19:15 - Break
- 19:30 - **Counter-intelligence and espionage** – sr. representative of AIVD
- 20:45 - Wrap-up & Networking drink
- 21:30 - Closure

Perceptual distance in complex projects

Action Learning Program with principals and suppliers/contractors

Date: October 30th, 2017 Time: 16.00 – 19.45 Location: Eindhoven University of Technology, Den Dolech 2

Do you manage complex projects or programs for an external client, or do you outsource projects to suppliers or contractors? Then you are probably interested in enhancement of project results. We invite you and your business partner (client or supplier) to participate in this interactive program. Participation is free of charge.

In this program, prof. dr. Arjan van Weele and PhD candidate Christian van der Krift will discuss complex projects and the conditions for project success. Both contractual governance and relational governance seem essential. More particularly, the effect of differences in perceptions (perceptual distance) between business partners on project outcomes will be explained. For a short introduction, please have look at this video (also available in Dutch).

As a participant, you have the opportunity to subscribe to this interactive program and you are encouraged to come with your business partner. This program enables you to investigate and discuss differences in views on your project with your colleagues and the project team of your counterpart through our perceptionmeter (also available in Dutch). This perceptionmeter allows you to determine what actions are needed to foster the relationship between all actors to improve your project outcomes. In order to have a representative image of the perceptions in both project teams, it is needed to have also some team members on both sides that use the perceptionmeter. They can contribute online and if they do so during this seminar the results can be directly discussed.

You can confirm your attendance to this program by sending an e-mail to h.j.c.v.d.krift@tue.nl with your contact data. In advance to the program you will receive an e-mail with more information that will allow you to prepare for the meeting (preparation will be limited).

INTERNATIONAL PROJECT MANAGEMENT DAY 2017

An IIL Online Conference | November 2, 2017

People, Passion, And Purpose In A Digital Age



Gain insights from Project Management experts, practitioners, and influencers around the globe, from the comfort of your desk.

5 Keynotes with Q&A. 20+ Speakers. 26 PDUs. Contests & Giveaways. Networking & More.

Today's organizations need the right people to lead the charge into the digital frontier. Those people are project managers whose passion and sense of purpose galvanizes their teams and stakeholders to bring their very best to every project, every day in pursuit of major change. IPM Day 2017, our 14th annual event, encourages attendees to rise to the occasion and make things happen, regardless of their industry. Join other professionals around the globe to learn and share knowledge that will help you advance your career and manage game-changing projects that improve our lives.

Pricing: USD \$55 per person. PMI Chapter members get \$ 10 discount using this link <https://www.iil.com/international-project-management-day/default.asp?source=PMINETH&pc=PMINETHERLANDS> or using discount code PMINETHERLANDS

ABOUT IPM DAY 2017



IPM Day 2017: People, Passion, and Purpose in a Digital Age is IIL's 14th annual event recognizing International Project Management Day – held each year on the first Thursday of November. The online conference program is currently under development, and more speakers and details will be added regularly. Follow us on Twitter @IILGlobal for updates!

Gold



Silver



Partners



Facility



Want to become our Sponsor? Please check [our website for more information](#).

This Month's Newsletter Contributors



Let's stay in touch



Our webpage is the main source of information about the PMI Netherlands Chapter:
<http://pmi-netherlands-chapter.org>
You can also sign up here to get Chapter news on your email.



Join our LinkedIn group:
<http://www.linkedin.com/groups/PMI-Netherlands-Chapter-130083>
Share your thoughts and join discussions. We will also inform you about Chapter events, Newsletters issues and other PMI news.
You can also follow our company page:
<http://www.linkedin.com/company/pmi-netherlands-chapter>



Check out our Facebook Fan page:
<https://www.facebook.com/PMINetherlandsChapter>
which was set up to inform you about recent news and for community building purposes. We will let you know about Chapter events, Newsletters issues and share with you our meetings' impressions.



Besides the website, LinkedIn and Facebook you can follow us on Twitter: <https://twitter.com/pminlch>
On a regular basis we send tweets to inform you about Chapter events, news from PMI etc. Have a look and give it a go and join other followers. Looking forward to tweet-connect.



To make reading our newsletters more convenient for you, we've created an Issuu account where you can find all our newsletters: http://issuu.com/pmi_netherlands_Chapter



You may also be interested in the [latest Newsletter of IPMA-NL](#).
Their calendar of their events can be found [here](#).



The calendar of events of the **Best Practice User Group-NL** can be found [here](#).